



Foreign Agricultural Service

GAIN Report

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Canada

Promotion Opportunities

Wine and Spirits Shows

2002

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U.S. Embassy

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Report Highlights:

This Wine and Spirits Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Food and Beverage Shows, Livestock Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Ottawa [CA1], CA

Niagara Grape & Wine Festival's Annual Artisan & Craft Show and Sale

Sep 20-29, 2002

Montebello Park, St. Catharines, ON

Type of Show: Trade & Consumer

Established: 1952

Objectives: To provide a grape and wine festival to those in the industry as well as the general public.

Products Displayed: A variety of handcrafted items.

Attractions: Two parades, wine tastings and children's activity areas.

Attendance: 10,000

Exhibitors: 100

Net Space: 14,400 sq.ft.

Rates: Min. booth 12' x 12; \$195-\$350 (early-bird fee) - 1999 rate.

Show Manager: Gerry Ginsberg.

Show Producer: Niagara Grape & Wine Festival, 8 Church St., Ste. 100 St. Catharines, ON L2R 3B3 Phone: (905) 688-0212. Fax: (905) 688-2510 E-mail: vidal@niagarafest.on.ca <http://www.grapeandwine.com>.**Toronto Gourmet Food & Wine Expo**

Nov 18-20, 2002

South Building, Metro Toronto Convention Centre, Toronto, ON

*CAEM Member

Type of Show: Consumer

Established: 1995

Show Objectives: To introduce new and unique food and beverage products to the consumer and provide education for those interested in fine wines and gourmet cooking.

Products Displayed: Wines from around the world, gourmet food and accessories.

Attractions: Tutored tasting program, celebrity chefs, gourmet kitchen, on site LCBO outlet.

Attendance: 20,000

Exhibitors: 150

Net Space: 100,000 sq.ft

Rates: Min. booth 10'x 10' \$1,400.

Show Manager: Lisa Ulrich.

Show Producer: Town Publishing Inc., 875 Main St. W., Hamilton, ON L8P 4B1. Phone: (905) 522-6117. Fax: (905) 529-2242. E-mail: lisau@townpublishing.com <http://www.wine-expo.com>.

Official Service Contractor(s): Freeman Decorating Company.

Official Sponsor(s): Toronto Life, Globe and Mail.

Ottawa Wine and Food Festival

Nov 1-3, 2002

Ottawa Congress Centre, Ottawa, ON

Type of Show: Consumer

Established: 1985

Objectives: To provide a direct marketing opportunity by attracting middle and upper income consumers and the wine and food industry.

Products Displayed: Wine, other alcoholic beverages and food from around the world.

Attendance: 25,000

Exhibitors: 160

Net Space: 67,000 sq.ft.

Rates: Min. booth 10' x 10' \$1350.

Show Manager: Halina Player.

Show Producer: Player Expositions International, 225 Clemow Ave., Ottawa, ON K1S 2B5
Phone: (613) 567-6408. Fax: (613) 567-2718. <http://www.playerexpo.com>

Official Service Contractor(s): P.M. Displays.

Toronto Wine & Cheese Show

April 11-13, 2003

International Centre, Mississauga, ON

Type of Show: Consumer

Established: 1984

Objectives: To provide an opportunity for consumers to sample and compare wines, beers, spirits and specialty foods from around the world, and a variety of government cuisines from a number of different restaurants.

Products Displayed: Canadian and imported wines, beer, liquor, cheeses and specialty foods, restaurant cuisines, accessories and services.

Attractions: Wine, beer, liquor, and food seminars, Cigar Lounge Demonstration, Kitchen and a Fine Wine Preview.

Attendance: 30,000

Exhibitors: 250

Net Space: 100,000 sq.ft.

Rates: Min. booth 10'x 10' \$1,500.

Show Manager: Ralph Weil.

Show Producer: MSP Shows Inc., 298 Sheppard Ave. E., Willowdale, ON M2N 3B1
Phone: (416) 229-2060 x 224. Fax: (416) 223-2826 E-mail:
weil@meteorshows.com.

SIAL Montréal (*USA Pavilion)

April 2-4, 2003

Palais des Congrès de Montréal, Montréal, QC

Type of Show: Trade

Established: 2001

Show Objectives: To provide international food products exhibition.

Product displayed: Food, food products, wine and spirits.

Special Attractions: New products from North America and the rest of the world.

Attendance: 10,000 - 12,000

Exhibitors: 850

Net Space: 20,000 sq. ft.

Rates: 10' x 10' \$31. Sq. ft.

Show Producer: SIAL Montreal, 300 Leo-Pariseau St., Ste. 1100, CP 159, Place du Parc, Montreal, QC H2W 2M9. Phone: 800-363-3923; 514-289-9669. Fax: 514-849-3021. Email: info@sial-montreal.com

Show Manager: Alain Bellefeuille

World Wine Festival

Nov 10-15, 2002

Agrena Complex, Moncton, NB

Type of Show: Trade & Consumer

Products Displayed: Fine wines

Attendance: Over 5,000

Exhibitors: Over 30

Rates: Min. booth 10' x 10' \$250, \$200 for extras.

Show Manager: George Wybouw

Show Producer: George Wybouw, 102 Ammon Rd., Ammon, NB E1G 3P1 Phone: (506) 859-4133. <http://www.winefestivaldesvines.ca>

The Canadian Food & Beverage Show (*USA Pavilion)

Feb 6-18, 2003

International Centre, Mississauga, ON

*CAEM Member

Type of Show: Trade

Established: 1987

Objectives: To promote food and beverage products to the foodservice industry.

Products Displayed: Variety of food and beverage products for the hospitality industry.

Attendance: 10,700

Exhibitors: 350

Net Space: 65,500 sq.ft.

Rates: Min. booth 10' x 10' \$2000.

Show Manager: Pawla Lunney.

Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor St. W., Toronto, ON M5S 1W5 Phone: (416) 923-8416. Fax: (416) 923-1450 1-800-387-5649 E-mail: plunney@crfa.ca <http://www.fbshow.com>.

Official Service Contractor(s): Freeman Decorating Company.

Rocky Mountain Wine & Food Festival

Oct 16-20, 2002

Roundup Centre, Stampede Park, Calgary, AB

Type of Show: Consumer

Established: 1998

Products Showcased: Canadian whiskey, Canadian wines, various Canadian alcoholic products.

Attractions: Hourly seminars and demonstrations on food and alcoholic products, coffee blend education.

Attendance: 10,000

Exhibitors: 100

Net Space: 50,000 sq.ft.

Rates: \$950 for 100 sq.ft.

Show Manager: Michael MacDougall

Show Producer: Sunterra Quality Foods Market. 100, 139-17th Ave. SW, Calgary, AB T2T 0B2. Phone: (403) 813-2888. Fax: (403) 270-7172.

Official Service Contractor(s): Stampede Display.

Sante Wine Festival

Early May, 2003

Bloor-Yorkville Area, Toronto, ON

Type of Show: Trade & Consumer

Products Showcased: Wines

Attractions: 75 wineries, wine tastings, dinners, meet the winemakers, lifestyle events, Sip Saver events.

Attendance: 5,000

Exhibitors: 75

Show Manager: Susan Puff

Show Producer: Susan Puff, 1049 Logan Ave., Toronto, ON M4K 3G2 Phone: (416) 928-3553. Fax: (416) 928-2034 E-mail: spuff@home.com.

Vancouver Playhouse International Wine Festival

Mar 24-30, 2003

Vancouver Convention Centre, Vancouver, BC

Type of Show: Trade & Consumer

Attractions: Wines from Spain, guest speaker Jeremy Watson, 600 wines from 15 countries, winemakers dinner, specialty tastings, educational seminars, brunches, gala and dinner auction, (live and silent), owners, winemakers and senior representatives from specialty selected participating wineries, wine and food pairing experiences.

Attendance: 12,000

Exhibitors: 160

Rates: Without wine donation to auction - \$500 for 10' x 10'; with wine donation to auction - \$300 for 10' x 10'.

Show Producer: Harry Hertschey. 160 West 1st Avenue, Vancouver, BC V5Y 1A4. Phone: (604) 872-6622 or (604) 873-3311. Fax: (604) 872-6632 E-mail: winefest@bc.sympatico.ca <http://www.winefest.mybc.com/>.

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